

Complex Negotiations

Version du 03/11/2022

PREREQUISITES TO THE TRAINING :

Having completed Negotiation in 7 steps or being a senior sales rep

OBJECTIVES

- Get insights on how to navigate the current context, the challenges of the sales function and the automotive industry
- Enhance your negotiation skills in complex and conflictual situation with intense preparation
- Learn how to cope with high stress and pressure using your emotional intelligence

TRAINING PROGRAM

DAY 1 – 7hours

- **Program opening**
 - Round table : expectations and complex negotiations
 - Case study : Oil Prices
 - Introduction to the sociological, anthropological and geopolitical context
- **Working in 4 groups : 4 topics**
 - **Workshop 1** – Inflation compensation has been settled with customer. BUT: Forvia's own suppliers impose price increases. How to re-negotiate with customer?
Your examples- Areas of improvement? (leadership, authority, stress resistance ...)
 - **Workshop 2** – Final stage of a negotiation for a strategic program. Price level is ok but customer insists on Quick Savings as price reduction on current business. Issue: serial business with this customer is limited; we can not afford to provide a business link. How to avoid QS or alternative methods?
 - **Workshop 3** – In the current economic context, how shall we adjust our way to do business? What terms can we renegotiate with our customer to improve cash management?

- **Workshop 4** - How to negotiate when there is no common ground between internal targets and customer targets? Preserving company and customer's interests.
- Video-conference intervention : One of the internals explains a complex negotiation

DAY 2 – 7hours

- Part 1: Theoretical input
 - Preparing the negotiations (external /internal)
 - Plenary session: Theoretical input
 - Presentation of the decision-making compass
 - Presentation of the 7 step preparation method Exercises and exchanges regarding the method
- Part 2 : Workshop
 - Preparing the negotiations (external /internal)
 - Role plays
 - (The coach films the participants with a camera and debriefs afterwards)
 - Complex negotiation is being simulated
 - 2 teams : purchasing and sales
 - Case : Route 115 or other

DAY 3 – 7hours

- Resilience and behavior: conflictual negotiation management. Plenary session: The first part of the afternoon slots is dedicated to exchanges between guests, participants and coaches regarding the following topics:
- The participants, are invited to:
 - Describe their expériences
 - Comment and give feedback to coaches about their input
 - Decide of their action plan to strengthen their positioning towards the manufacturers
 - In sub-groups:
 - Identify the best practices
 - Define the concrete action plans
- Wrap-up session in presence of the VPs : How to maintain the margins by developing the business
 - Theoretical input
 - Conflictual situation is being simulated, 2 teams: purchasing and sales
 - The consultant debriefs and brings the pedagogical input
 - Case: Specific to the company

PEDAGOGY

An active training with numerous case studies

EVALUATION METHODS

Evaluation during the role plays (second day + post work)

Preliminary questionnaire

Training evaluation questionnaire

OUR TRAINER

2 trainer/coaches experts in high stakes negotiations

LOCATION AND DURATION OF THE TRAINING

- Training that lasted : 3 days or 21 hours
- Face to face training at the training center or in the client's premises

PERFORMANCE LEVELS

- Number of trainees having followed the training in 2022: 42
- Attendance rate : 100%
- Trainee satisfaction rate: 82%

CONTACT

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